

AB 2315
Paid Advertisements in State Publications

Sponsor: Department of General Services

THE PROBLEM

Since the 1996-97 Fiscal Year, the Office of State Publishing (OSP) has been exempted on a yearly basis from a statute that prohibits the printing of paid advertisements in state publications. This exemption has allowed OSP to reduce costs and produce revenue. This successful program, however, has a quickly approaching sunset date.

THE BILL

This legislation will authorize OSP to accept paid advertisements in state printed and published materials until January 1, 2006, with the exception of paid political advertising.

BACKGROUND

The Department of General Services' Performance Budgeting Pilot Project was established as part of the Performance and Results Act of 1993. This legislation intended to achieve improved performance by focusing on the enhancement of department services. Complying with the act, the OSP determined that customer state agencies could substantially reduce printing costs by including paid advertisements in selected state publications.

Existing law does not permit the OSP to print advertisements in state publications. Using the annual Performance Budget Contract, however, the OSP sought and received an exemption.

It is estimated that AB 2315 will generate additional revenues for the state in excess of \$3.5 million. There are 36 states that currently allow advertising in their state publications.

If you support this legislation please send letters to:

Assembly Member Judy Chu
State Capitol, Room 5126
Sacramento, CA 95814

For more information, contact Julio Martinez at julio.martinez@asm.ca.gov.